

DAWSON COMMUNITY COLLEGE

JOB DESCRIPTION

November 2020

POSITION: Exempt, Full Time, 12 months, Assistant Director of Recruiting
DIVISION: Academic and Student Affairs
SUPERVISION RECEIVED: Interim Dean of Enrollment Management Director
SUPERVISION EXERCISED: Enrollment Management Specialists: Recruiting, Student Employees

SUMMARY OF WORK: The Assistant Director of Recruiting provides assistance to the Enrollment Management Director in providing vision, leadership, and implementation for enrollment services. The Assistant Director leads his/her team in providing prospective students with a seamless integrated service experience that is efficient and effective in a manner that is student-centered and reflective of the College's mission and values. Under the supervision of the Enrollment Management Director, the Assistant Director works collaboratively with the Director of Financial Aid, the Registrar, members of the faculty, and the Athletics Department to create a shared commitment to enrollment goals and active participation in accomplishing the Colleges' strategic initiatives.

EMPLOYMENT WITH DAWSON COMMUNITY COLLEGE:

Employees at Dawson Community College are required to demonstrate kindness, respect, integrity, professionalism, and caring regard. We adhere to the highest ethical standards in the fulfillment of our jobs, to honor the College and university policies and procedures and to promote the educational objectives of the institution. Respect creates an atmosphere conducive to learning. Respect, in this sense, is a minimum threshold for our interactions with each other. A higher threshold is a "caring regard" for the people with whom we work.

Professionalism at DCC includes being mindful of our actions when working with students, colleagues, co-workers and our community members. Respect and "caring regard" for those with whom we share the common purpose of serving students is a paramount value. Professionalism and respect for others is an expected part of DCC job performance.

Employees at Dawson Community College support and promote a positive image of Dawson Community College.

JOB CHARACTERISTICS AND AREAS OF ACCOUNTABILITY:

Nature of Work: Serve our potential students, community and colleagues and articulate the value of the College's residential, education experience to different types of people in large groups or individually. This position performs duties, which require attention to detail, accuracy, and timeliness. In addition to regular working hours, the Assistant Director will conduct view days, travel for college tours, high school visits, and to visit with non-traditional prospective students and support counselors/career advisors. This position will require frequent overnight travel days as well as evenings and weekends to perform job functions.

Personal Contacts: The Assistant Director engages regularly with prospective students, parents, high school teachers and counselors, the Office of the Commissioner of Higher Education and the Office of Public Instruction officials. Extensive contact with the local and regional media, including but not limited to television, radio and newspaper personnel.

Supervision Received: The Assistant Director reports to the Enrollment Management Director. Position follows annual Enrollment Management and Marketing Plans as directed by the Enrollment Management Director.

Supervision Exercised: Provides supervision of enrollment management specialists - recruiting, student ambassadors, and departmental work studies.

Essential Functions: This position requires the ability to: communicate orally and in writing; read written material; adhere to written policies and procedures for all recruiting, and retention activities; recruit students; and coordinate college events. Position must be physically able to operate a vehicle; flexibility to travel and be away from campus for up to three weeks at a time; sit and stand for long periods of time; carry advertising/recruiting materials weighing approximately 25 pounds; set up

exhibits; move and haul advertising and recruiting displays; lift up to 50 pounds; fine motor skills for a computer and cameras; reach with hands and arms; perform finger and hand dexterity; use visual acuity; and be mobile. Employee must have a valid driver's license and be able to drive for long periods of time during morning, day and after dark; and in all seasons of Montana's weather.

AREAS OF ACCOUNTABILITY AND PERFORMANCE

- Seek and cultivate qualified prospective students.
- Serve as the primary contact for prospective students through the admissions and initial enrollment process.
- Assist in the development, implementation and evaluation of effective recruitment strategies and tactics in order to meet designated enrollment goals.
- Maintain continuous flow of quality applicants by analyzing trends in enrollment and marketing activities, leading activities to continue programs that are effective; presenting new strategies for The College's recruitment and admission activities.
- Maintain an active and aggressive schedule of recruiting events and visitations.
- Maintains an active suspect and prospect list and collects data pertinent to the prospective student database.
- Assist in the development and maintenance of advertising and recruiting materials.
- Implement a seamless follow-up on all prospects and develop effective relationships with the area businesses and education community, ensuring high visibility for the programs and DCC at large.
- Meet enrollment goals for the target recruitment area.
- Work evenings and weekends as required to promote DCC during community events, business events, and after school events.
- Possess strong interpersonal skills and the ability to communicate effectively in writing and public speaking.
- Work with high school counselors and teachers to foster relationships and recruiting opportunities.
- Work with community leaders and business owners to foster relationships and recruiting opportunities.
- Identify and offer Enrollment Scholarships to prospective and admitted students. Target specific groups of students for recruitment as assigned (ex. Dual enrollment, non-traditional, traditional etc.).
- Manage the Recruiting budget and assists in the development of the Enrollment Department's budget.
- Support The College's mission and core values as a contributing member of the community.
- Manage the Admissions staff.
- Performs other related duties as assigned

PERFORMANCE STANDARDS

DCC values professionalism in its employees. The following attributes and behaviors are identified as examples of what is expected of an employee:

CORE COMPETENCIES:

- Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal effectively with frequent change, delays, or unexpected events.
- Adheres to and maintains strict confidentiality with all fiscal, human and labor relation information.
- Attendance - Is consistently at work and on time.
- Business Acumen - Understands basic business practices.
- Change Management - Communicates changes effectively.
- Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Participates in meetings.
- Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- Cost Consciousness - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.
- Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Meets commitments.
- Delegation - Delegates work assignments; Matches the responsibility to the person; Sets expectations and monitors delegated activities.

- Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments.
- Initiative - Seeks increased responsibilities; Takes independent action.
- Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
- Managing People - Includes staff planning, decision-making, facilitating and process improvement; Makes self-available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Improves processes, product and services.
- Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization's goals and values.
- Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Organizes or schedules other people and their tasks.
- Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions.
- Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
- Quantity - Meets productivity Standards; Completes work in timely manner; Strives to increase productivity; Works effectively.
- Safety and Security - Observes safety and security procedures; Uses equipment and materials properly.
- Strategic Thinking - Develops strategies to achieve organizational goals; Adapts strategy to changing conditions.
- Inclusion – Provides an environment that is inclusive of all students and supports underrepresented students.
- Assessment – Assesses annual performance and works closely with the enrollment management team.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the employee.

Reasonable Accommodations Statement

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

This institution is an equal opportunity provider.

Required Qualifications:

- Bachelor's degree required.
- One year full-time work experience in recruiting, sales, or marketing.
- High level of professionalism and confidentiality.
- Sensitivity, understanding, and respect for a diverse academic environment, inclusive of students, faculty, and staff of varying social, economic, cultural, ideological, and ethnic backgrounds.
- Ability to travel locally and regionally.
- Must be able to take initiative and work independently as well as part of a team.
- Valid Montana driver's license.

Preferred Qualifications:

- Master's degree
- Two years recruiting and public relations experience
- Experience in a higher education setting, counseling, or sales environment

COMPLETED APPLICATION PACKET MUST INCLUDE:

- Completed Dawson Community College application
- Current resume
- Cover Letter
- Copies of all college transcripts
- Three professional references (names, addresses, and phone numbers).

INQUIRIES MAY BE DIRECTED TO:

Human Resources Department

hr@dawson.edu

406-377-9430

Qualified protected class individuals are encouraged to apply. Dawson Community College must comply with the Immigration Reform and Control Act of 1986. If hired, you will be required to provide documents to show your identity and authorization to work as well as information to conduct a background check.

Nondiscrimination Policy:

Dawson Community College does not discriminate on the basis of creed, race, religion, gender, national origin, age, disability, veteran status, genetic information, pregnancy status, marital status, gender identity or expression, or sexual orientation with respect to access, employment, programs, or services.

The College is in compliance with Executive Order 11246; Title VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972; Title IX regulation Implementing Educational Amendments of 1972; Section 504, Rehabilitation Act of 1973; the Americans with Disabilities Act of 1990; the 1991 Civil Rights Act; the Age Discrimination in Employment Act of 1967, as amended; the Vietnam Era Veterans' Readjustment Assistance Act of 1974; Title 49, the Montana Human Rights Act; and all other federal, state, and college rules, laws, regulations and policies.

Inquiries or complaints concerning these matters should be brought to the attention of Leslie Weldon, Human Resource Director, Title IX Coordinator. **Telephone:** (406) 377-9412. **Email:** lweldon@dawson.edu.. **Mailing Address:** Leslie Weldon, Title IX Coordinator, 300 College Drive, Glendive, MT 59330